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ABSTRACT

This booklet is designed to inform the public of the opportunities for minorities in newspaper journalism. Divided into four sections (the need for minorities to enter the field of journalism, the kinds of jobs and salaries journalism students can anticipate, the attributes of a potentially successful journalist, and the sources that interested persons may contact for further information), the booklet focuses on the status of newsroom minorities and on testimonials from 11 successful journalists representing various minority groups. (AEA)

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Newspaper Journalism...

for Minorities

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Robert M. Ruggles

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

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Foreword

Minorities are entering almost all professions in ever-increasing numbers. Newspaper journalism seems to be an exception. That fact troubles many newspaper editors and journalism educators who are concerned that newspaper coverage reflect accurately all of society.

Are minorities shying away from journalism or being kept out of it? There is some evidence of both, perhaps.[1] But the chances are that young Blacks, Chicanos, Latinos, American Indians and others are not fully aware of the career opportunities now available to them in newspaper journalism.

In some cases, teachers, counselors, perhaps even parents have discouraged young minorities from entering journalism studies because of what they have heard about journalism being a "glutted" field, about low salaries, and about slow advancement to management. To the extent that some of this may be true, the following pages will say so. On the rest of the issues readers can make up their own minds.

Forecasts for the future of minorities in the media range from pessimism to optimism.

Activist Pluria Marshall, chairman of the National Black Media Coalition, characterized his perspective of the attitudes of media employers today: "If you show up, we may hire you. But don't think we are coming out looking for you."[2]

Marshall's attitude is akin to that of Francesta Farmer, director of the Office of Inter-Agency Coordination of the Equal Employment Opportunity Commission.

"There is a sense of 'enough, already,' a sense that minorities and women have arrived," she said.[3]

She heartily disagrees there are "enough, already" and intimated that in future months the EEOC would be spending additional resources to look into employment patterns and practices in the communication industry, among others.[4]

Tom Engleman, executive director of The Newspaper Fund, which has been encouraging minorities to enter journalism for more than 10 years, is optimistic.

"The bottom line for us is to demonstrate to minorities that there are jobs in our field, that we are looking for talented copy editors, reporters, and leaders," he said.[5]

Whatever the reader's vantage point, however, two things are clear: First, anyone entering newspaper journalism today must do so for the right reasons—for love of the craft, in the hope that, to paraphrase the late Judge Learned Hand, out of a multitude of tongues the truth is more likely to emerge; second, minorities must be able to compete with other applicants for available jobs. To that end proper education is essential.

What follows is information (and some opinion) for consumption not only of students but also teachers, counselors, school administrators, and parents. Because of our increasingly complex society, journalism has never been more important, but it cannot properly fulfill its mission if minorities are inadequately represented on the staffs of newspapers. The obligation to solve the problem rests with the newspaper industry, journalism educators, and with the minority communities of our nation.

Robert M. Ruggles
Chairman
Department of Journalism
Florida A&M University
Tallahassee, Florida

St. Petersburg Times

As a young child I always enjoyed writing simple novels and reams of poetry. But when I left my hometown of Tuskegee Institute, AL, to attend Howard University in Washington, DC, I knew I wanted to be an attorney.

After majoring in political science and receiving a BA degree from the School of Liberal Arts, I entered Howard University Law School and three years later received my LLB degree.

Four years later, I found myself working in the newsroom of *The St. Petersburg Times* where I have been for the past 14 years.

I have enjoyed every moment of my writing experience. However, I admit that the newsroom proved to be rather restrictive, and I was glad to be able to switch to the women's department of the *Times* in 1967. This department later merged with the news features department, and I became a feature writer.

The world of the feature writer is quick paced. As a general assignment reporter I am able to work on a variety of subjects and meet all kinds of people—from jazz artists to well-known figures like Gwendolyn Brooks, poet laureate of Illinois, to belly dancers to unemployed black men who use well-known corners of the community as employment offices.

It is my belief that as a black writer I have been able to bring to *The St. Petersburg Times'* readers a distinct view of the hopes, dreams, disappointments and triumphs of my people.

As a writer you will have the opportunity to take a subject and soar to the outermost regions of your mind. You can paint pictures, titillate, excite, rectify, substantiate, clarify. It is an exciting occupation.

There is a need for the minority writer. Newspapers across the country need your skills and your expertise. Your articles on George Wallace, the U.S. Secretary of State, a local businessman, or a housewife, will have their own flavor. This is because you bring an added dimension to any story that you write.

As a minority writer you will bring the dimension of a group of people who can create beauty out of chaos, laughter and celebrations out of poverty, a keen sense of the realities of life, a sense of reverence for those simple things of life, respect for the elderly, a sensitive, perceptive view that you carry in the depths of your bodies.

We need that and much more in the cynical, often "thing-oriented" world of newspaper journalism. It is not an easy or glamorous life that journalists live, and certainly this is true of the black journalists. But there is a commitment and an urgency for you to be on the front lines, attacking the issues and problems of the day.

I think perhaps the gracious black poet, Gwendolyn Brooks, in one of her short, but penetrating poems defines what your commitment should be better than I ever could:

"This is the urgency: Live!
and have your blooming in the noise of the whirlwind."

Peggy M. Peterman

Peggy Mitchell Peterman, feature writer, *The St. Petersburg Times*—Mrs. Peterman has been a writer for 14 years, never straying far from the work she loves.

She received a bachelor's degree from Howard University in Washington, DC, and later received a law degree there.

As a journalist she has received several awards, the latest being the 1978 Steve Yates Award from the Florida affiliate of the American Heart Association.

She taught journalism in the Upward Bound program at Eckerd College and for several years has been a visiting professional at Florida A&M University's summer newspaper workshop.

The mother of two sons, Mrs. Peterman is active in Little League football and baseball and in her spare time gives Black history seminars and encourages young Blacks to learn more about their history.

THE NEED

In 1968 the Kerner Commission dealt harshly with the nation's press and admonished it to bring Blacks and other minorities into the journalistic mainstream of the country.[1]

After an initial flurry of hiring, some of it tragically misguided, interest waned as the embers of the burned cities cooled.

The result 10 years after the Kerner report was that only 1,700 minority persons were employed on the nation's newspapers. In 1978 the Committee on Minorities of the American Society of Newspaper Editors reported that of the 1,700, about 1,050 or 62 percent were Black. The others were: Orientals, 12 percent; Chicanos, 12 percent; Latinos, 10 percent, and American Indians, 4 percent.[2]

Results were based on responses from 1,038 or 59 percent of the nation's daily newspapers.

Consider the facts contained in the data. As of 1978, minorities represented only about 4 percent of the total newsroom population of the country. Furthermore, the statistics revealed that one in every three minority employees worked for one of 34 newspapers and that two out of three American dailies had no minority newsroom employees at all.[3]

The ASNE committee reported somewhat better news in April 1979.

It said that the number of minorities employed on the nation's daily newspapers in professional positions increased 12 percent from 1978, boosting minority representation in those newsrooms from about 4 percent of the total to about 4.5 percent of the total.[4]

The report indicated that the increased level of employment was most pronounced at newspapers with circulations over 100,000. The total number of minority newspaper journalists employed on the nation's dailies was estimated at 1,900.[5]

Still, two-thirds of the nation's daily newspapers employed no minority journalists, the committee report said.[6]

While noting the modest increase in the level of minority employment, the committee also commented:

Akron Beacon Journal

I entered journalism, covering high school sports for my hometown newspaper, because I was an avid sports fan with a burning desire to become a sportswriter. Upon graduation I entered Kent State University where my advisor said I should pick another vocation, because blacks could not get jobs on white newspapers. This made me even more determined. I felt very strongly that blacks should become a part of the mainstream in our society, and the most effective way this could be accomplished was to get into communications.

This nation could solve its racial problems through communication.

I was fascinated with newspapering. The prospect of meeting the unknown every day is a stimulating experience.

I think I have been able to bring the two societies closer together as a newspaper editor.

When I was a reporter and covered predominantly white areas, I think a line of communication was open.

Being the only black in the newsroom for many years was frustrating at times, but my presence made my colleagues realize that there were not any differences in professional journalists. I gained the respect of my colleagues and the community through performance.

I feel that I am communicating with society today through a weekly column, public appearances, dealing with the public and staff daily and participating in many civic organizations. I travel widely, teaching and discussing journalism.

Being the only black executive editor on a major daily newspaper in this country, I think I have made quite an impact on our society. I am able to talk with all groups and get tremendous interaction.

There is a great need for minority journalists because it is only right that minorities should be properly represented in all daily newspapers across the country. If we are going to be one society, then we ought to have minority representation equal to our population.

This does not mean that minority journalists should cover minority news only. A minority journalist should be able to cover all aspects of our society.

When it is necessary for a specific minority view to be espoused, I think a competent minority journalist should be available to do this. The fact that one reflects another's life and deals with current issues and feels the sadness and joy of others makes all of this worthwhile.

We have awesome power and must use it with great caution and control. We have the power to assassinate character and possibly destroy an individual. This should be tempered with sound judgment.

Minority journalists cannot expect to walk into a newsroom and be hired because they are black. The day of the instant black reporter has passed.

It will be a struggle for minority journalists to succeed, but this can be accomplished if they prepare themselves properly and burst onto the journalistic scene with vim, vigor, and vitality.

al

Albert E. Fitzpatrick, executive editor, *The Akron Beacon Journal*—Fitzpatrick was the first Black to join the 600-member *Beacon Journal* staff—in any capacity. After two years as a reporter, he became farm editor, then assistant state editor. He kept moving up the career ladder to copy editor on the news desk, assistant news editor, news editor, city editor, assistant managing editor, managing editor and in 1977 became the nation's only Black executive editor on a major daily, capping a 20-year career at the Akron newspaper.

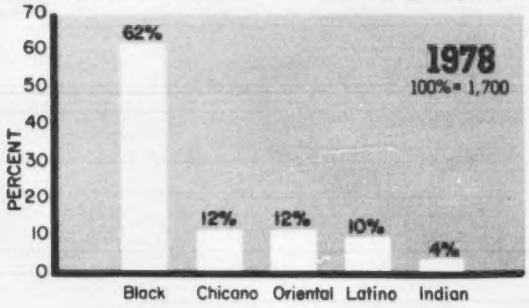
The seventh of 12 children, Fitzpatrick was born in Elyria, Ohio, went to high school there and served as a part-time sports reporter for the local paper. He served six years in the military, and while in service, he studied at the University of Illinois and San Jose State College. On discharge he enrolled at Miami University of Ohio and then transferred to Kent State University, where he majored in journalism and sociology. He was graduated in 1956.

In 1970 his attention turned once again to Kent State as he directed the Pulitzer Prize-winning coverage of the Kent State disturbance. The *Beacon Journal* assigned 21 reporters and editors to cover that incident which cost four students their lives.

As *Beacon Journal* executive editor, Fitzpatrick is responsible for newsroom administration. This includes the newsroom budget, evaluation of personnel, new technology, the Minority Hire Program, training of personnel, and special corporate assignments.

In 1975 and 1976 Fitzpatrick served on the Pulitzer Jury; he has taught editing on a part-time basis at both Kent State and the University of Akron; he served on the initial task force which established the Minority Hiring Program for Knight-Ridder Newspapers, and he serves as a personnel evaluator for the Knight-Ridder Personnel Assessment Center.

Minorities on U.S. Newspapers



• "There is among daily newspaper editors a resurgence of interest in minority employment and coverage of minorities.

• "Progress is being made in increasing the number of minority newsroom executives."[7]

The 1979 study showed that 6 percent of all minority journalists held news executive positions, compared to 4 percent the year before. The comparable figure for whites in the 1979 study was 14 percent. During the same period, however, the number of minority journalists employed in desk editing positions decreased from 16 to 14 percent.[8]

That worried some prominent newspaper executives.

In a 1979 address to the American Newspaper Publishers Association, Allen Neuharth, chairman of the Gannett Company, which has an aggressive minority hiring program, said newspapers cannot "practice the best of journalism or the best of business if most decisions are made by middle-aged white males."[9]

His comments followed those of Eleanor Holmes Norton, chairperson of the federal Equal Employment Opportunity Commission, who scolded the publishers for their slowness in hiring and promoting minorities.[10]

Robert Maynard, former associate editor of the *Washington Post*, put it in sharp perspective: "Top non-white managers are something on the order of four-tenths of one percent of the newsroom workforce, which means that the managerial ranks of newspapers are a purer white than Ivory Snow."[11]

So, in addition to the need for more minority journalists in entry level positions, promoting those minority journalists already at work on daily newspapers into editing and management positions "where decisions are made about how the news is selected, edited and displayed" continues as a problem, though some progress can be noted.[12]

In April 1978 the ASNE committee recommended, and the full ASNE subsequently adopted, a resolution calling for the newspaper industry to set a goal of minority employment by the year 2000 equivalent to the percentage of minority persons within the national population.[13] In August of 1978 the Association for Education in Journalism, the professional association of journalism educators, endorsed the ASNE employment goal and adopted a number of other proposals which, if implemented, will assist minority students in journalism education.[14]

The newspaper trade press also has called for action. *Publisher's Auxiliary*, for example, editorialized:

> Obviously, the nation's newspapers—daily and weekly—have a long way to go before they can reach even a respectable level of minority employment. Currently, however, it appears as though a majority of newspapers in the country are counting on a minority to see to it that this level is reached.[15]

Blacks as Percent of Newspaper Newsroom Personnel.

It has been over a year since I joined the newspaper industry, and much to my disappointment I have not been able to find enough qualifiable minority candidates to be considered to join our newsrooms.

One of the arguments that I have heard as to the scarcity of minority people in newsrooms is that there are too many journalism graduates and this fact discourages minorities from pursuing this field due to the highly competitive environment. Have you ever asked the question of how many minority journalists there are in newsrooms all over the country? The answer is—not enough.

Every newspaper recruiter that I have come across has been looking very actively, but without much success, for qualified minorities. Therefore, why not take this opportunity to pursue a career in journalism? Of course, students should not be encouraged to pursue studies in a field just because there is a need for a certain type of professional. A strong desire to be a reporter should also be present as well as a flair for and enjoyment of writing and getting involved. A very legitimate reason for a minority candidate to enter a journalism school is that minorities can perhaps express better than anyone what other minority groups experience in their everyday problems of life. Why not help convey to the public what the social problems are today?

You are needed in the newsrooms and also in sales departments of the newspaper industry. Is it not a good reason to be where you are most wanted? We are waiting for you.

Amalio Carneiro

Amalio Carneiro, personnel director, *New York Times* Affiliated Newspaper Group—For the past 10 years Carneiro has been involved in personnel management activities. Since January 1978 he has been in his present position with the *New York Times* group that consists of 11 newspapers in Florida and 3 in North Carolina.

A Cuban native, he was graduated from the University of Florida in 1967. He is a member of the American Society for Personnel Administration, the Mid-Florida Industrial Relations Association, Newspaper Personnel Relations Association, and the Suncoast Chapter of the American Society for Training and Development.

In another issue the publication noted, "The excuses our industry has used to wash over its awkward record on hiring and promoting women and minorities are old and thin."[16]

Life is sometimes rough for those minority journalists who are hired by newspapers.

"What you find out very quickly is that newspapers play a tremendous role in shaping and influencing opinion in this country," one journalist told DeWayne Wickham, a writer for *Black Enterprise* magazine. "Understand that, and then you know why the going is rough for those of us who manage to get in the door. Nobody wants Black folks this close to the throttle of this country."[17]

Other Black journalists told Wickham that they have had difficulty talking editors into regularly publishing news of special interest to the Black community.[18]

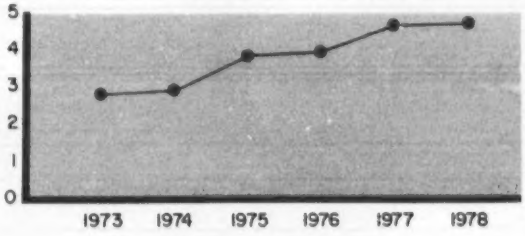
New York Times minority journalists, 19 of them, joined an affirmative action suit filed against the newspaper by non-journalist minority employees, partly out of their own sense of frustration or dissatisfaction with coverage, salaries, and promotion.[19]

In Rochester, N.Y., minority journalists at the *Democrat & Chronicle* and the *Times-Union*, Gannett Newspapers, protested and filed lawsuits alleging inadequate coverage of the Black

Roy E. Lett, Jr.

Minorities today represent only a small percentage of newsroom employees on the nation's newspapers.

Black Enrollment in Journalism Schools (Percent of Total)



and Hispanic communities. One result was the establishment of a 20 percent minority representation goal in the papers' newsrooms.[20]

So while the conditions sometimes are less than ideal, a good number of minority journalists stay with journalism—contrary to the opinions of some editors. A 1978 survey of the majority press by the American Society of Newspaper Editors found that 34 percent of minority journalists had been in the business for between 5 and 10 years, 17 percent for at least 11 years, and that 50 percent were still working for the newspapers that first hired them.[21]

While no comparable survey exists for the minority press, there is a great need for young minorities to turn to and support the ethnic newspapers of their own communities. If these presses are to grow and flourish and serve their constituencies even better in the future, new young journalists must dedicate themselves to the important work they do.

The Black press, in particular, is rich in history, tradition, and accomplishment. In recent years newspapers of other groups have been born to play an advocacy role for a variety of common causes diversifying many of the strengths of the minority press as a whole.

Where then are the future minority journalists to come from?

Schools and departments of journalism on college campuses seem to be the most likely places—if the students get to them. (Too few journalism educators realize that they must go out and recruit minority students, seek them from non-traditional sources, offer workshops and other special informational programs, pro-

THE ATLANTA CONSTITUTION

Lee May, editorial associate, *The Atlanta Constitution*—The road to a journalism career was a long one for May. He joined the Army at 17, decided writing was something he liked, left the Army in 1961 at age 20 and spent the next eight years working at a variety of jobs—laborer, insurance salesman, furniture salesman, postal clerk, IBM card salesman.

In 1967 he started college at Southern Illinois University, "finally . . . convinced it was the thing to do." In 1969 he moved to Cleveland where he continued working full time at IBM and attending Cleveland State University.

A year later he took his first newspaper job at *The Cleveland Press*, where he served what he calls a "perennial" internship, working police beat, makeup, and copy desk. In 1972 at age 31 he was graduated from college with a degree in English and some experience at a newspaper.

He and his wife moved to New York where they stayed a year while May attended the Columbia University Graduate School of Journalism, graduating at 32 with a master's degree in journalism.

In 1973 May went to work at *The Atlanta Journal* as a copy editor, took a few months off to try his hand at public relations work with the Atlanta Public Schools, and in 1975 moved to *The Atlanta Constitution*.

In off-hour free-lancing he has taken a turn at television and radio as well as doing print articles for a variety of publications. He has a signed column twice weekly in the *Constitution* where he says, "I seek to present views and people that may never otherwise make it into print. Unless they are victims or perpetrators of some evil deed. Or unless they die. Giving the little guy some play, it's often called."

Newspaper journalism is, to me, the perfect way of satisfying several extremely important needs: creative, societal and economic.

Anyone who loves words—as I do—can express that love on a newspaper in positions ranging from copy editor to reporter to columnist. Since I began my newspaper career in 1970, I have held all those positions. Now, writing two signed columns a week allows me the freedom to explore a wide range of subjects and express personal opinions on those subjects. In a style that is my own. This seems the perfect blend of creative and news writing. After having worked in both broadcasting and print, I can say with assurance that the satisfaction of seeing work in print is far greater than the surface satisfaction brought by a reporter's 60-second news story on TV.

As a man of color, I have always been aware—acutely aware—of how underrepresented minorities are on staffs of newspapers. Statistics say minorities comprise only about 4.5 percent of newspaper staffs in this country. This obviously results in a scarcity of the black point of view in the print medium—still the dominant force in American journalism. I view my presence on the editorial board of *The Atlanta Constitution* as a needed voice, since diversity among newspaper staffs leads to greater understanding among people in our society. In so many instances, we are what we read.

No career can satisfy if it does not allow you to meet basic financial needs. Fortunately newspapers these days offer much better salaries than they have in the past.

That fact, combined with the other forms of satisfaction, causes me to say truly that I don't know any career I'd rather have.

Lee May

vide scholarships, and maintain special retention programs for those whose backgrounds necessitate some catch-up.)

However, minority students do not seem to be getting to those college programs in any significant numbers. Prof. Paul V. Peterson of Ohio State University does annual journalism enrollment studies. His 1979 study reported that of some 70,000 students enrolled in journalism programs in 1978, only about 4.7 percent were Black, an increase from an estimated 4.6 percent in 1977.[22] Figures for other minorities were not available. While Peterson cautioned that the figures did not for various reasons reflect the total number of Blacks in journalism education, it is unlikely that they are very far off.

Quality journalists undoubtedly also will come, as they have before, from programs operated by the Institute for Journalism Education, under the chairmanship of Maynard.

But the need cannot be met alone by schools and departments of journalism and efforts such as those of the IJE. Teachers, counselors, students, and parents must make themselves more aware of what journalism careers can mean to young minorities. That information must be given to minority students as soon as possible—before career decisions are made.

There are resources available to reinforce that information: working minority journalists can talk with students, to tell it like it is; students can and should work on student publications; when colleges and universities offer workshops, students ought to be encouraged to go—and helped to go if need be.

As with most problems in our society, the solution is in working together.

Roy E. Lett, Jr.

Acel Moore, Pulitzer Prize-winning reporter for the Philadelphia Inquirer, works with reporting students at Florida A&M University, Tallahassee.

The Washington Post

A letter arrived in my mail recently from the Columbia University admissions coordinator. It sought my aid and advice in helping the Graduate School of Journalism attract minority students and noted that "minority applicants have sharply declined," especially among blacks. It brought to mind my days at the school in the early sixties when a professor saw so few of my race and sex that he once told me, "You have so many handicaps, you'll probably make it." Due to aggressive recruiting, many more blacks, Hispanics and Asians enrolled at Columbia after my time. I was appalled to learn that we'd come a long way only to be returning to the starting line.

Journalism needs YOU, but you will have to be ready to compete head-on with other students for declining amounts of student aid and an increasingly competitive market for jobs.

The competition was not so great when I entered the field. I had wanted to be a reporter since high school and have always sworn by print journalism, even during a stint of working in television.

Journalism is a chance for you to get in on telling the story of America—its successes and failures in living up to its ideals, its Constitutional challenges and commitments.

But having said this, you must face up to a big job of preparation; you are going to have to be equipped with the professional skills in order to get jobs in the media. And don't be dazzled by the "glamour" of television. It, too, takes preparation and hard work, and I, for one, find it lacks one major advantage of newspapers—you have time to research and write a topic; the reporter is not forced to capsulize complex material into a two-minute presentation.

Print journalism is a stimulating profession, the job is not repetitive and one meets interesting people. Prepare yourself academically (take a specialty, study English and read! read! read!) and psychically (you'll encounter racism and sexism, so you must be strong). It is a tough, but rewarding, business.

I would advise you to seek out small- and medium-sized newspapers for starters. The competition is usually less intense and there is room to develop your talent and to grow.

Reflecting on my own years in the business, I have had as among my purposes bringing some sensitivity to minority affairs, bringing some coherence to black culture and helping increase the community's knowledge of how the media work.

Mostly through being consummate professionals can we as blacks and minorities demonstrate that we have so important and vital a role in American journalism that when future records of American journalism are compiled, we won't be ignored, and our role on dailies and on black journals won't be diminished as it has been in the past.

Dorothy Butler Gilliam, columnist and former assistant editor, Style section, *The Washington Post*—Mrs. Gilliam has traveled extensively in Europe, Africa, the Caribbean, the Middle East, and India. But she's a native of the South—born in Memphis, TN, and reared in Louisville, KY.

She studied first at Ursuline College and then was graduated Cum Laude from Lincoln University. She went on to graduate study at the Columbia University Graduate School of Journalism in New York where she received a master's degree.

After working for various magazines and newspapers, including *Ebony*, Mrs. Gilliam first joined *The Washington Post* in 1962 and was a news reporter for five years. During five succeeding years as a free-lance writer she contributed articles to *Redbook*, *McCalls* and other periodicals. She also was host for a weekly 30-minute interview segment on WTTG-TV in Washington. She rejoined the *Post* in 1972.

She is vice chairman of the Institute for Journalism Education; a board member of the Fund for Investigative Journalism, and a member of the Washington Press Club, the Capital Press Club and the Society of Professional Journalists, Sigma Delta Chi. She has been a Visiting Fellow of the Woodrow Wilson Foundation since 1977 and teaches in several disciplines.

Her first major book, a biography entitled *Paul Robeson: All American*, was published by New Republic Books in 1976.

JOBS & SALARIES

Two major newspaper-related organizations reported in 1979 that there is no shortage of jobs in newspaper journalism. Keeping in mind that changes in the nation's economy affect employment pictures almost across the board, it would appear that in the absence of a major downturn the newspaper journalism job market will continue good.

This contrasts sharply with the gloomy predictions of the government and some editors, publishers, and educators who have wondered where all the journalism students will go to find work. As a practical matter, of all students in college journalism programs, only 30 percent are newspaper journalism majors; others are in public relations, broadcasting, and advertising and still other students take journalism simply as a good liberal arts background major with plans to go to law school or graduate school.[1]

The Newspaper Fund, the foundation of Dow Jones and Company, Inc., reported that approximately 3,600 of the 1978 class of 15,924 graduates took daily newspaper jobs immediately after graduation. That was the largest number of jobs offered in the past four years and represents an increase from the approximately 2,500 graduates who took daily newspaper jobs in 1977.[2]

The Fund reported that 71 percent of the daily newspaper jobs were taken by students who had majored in news-editorial (newspaper journalism) instructional sequences in college.[3]

Minorities comprised 8.5 percent of the class of 1978, compared with 8.1 percent of the 1977 class.[4] However, 19 percent of the minorities responding to the survey listed themselves several months after graduation as "unemployed but actively looking for media work." The unemployment rate for all graduates was about 7 percent.[5] The Newspaper Fund noted that *part* of the unemployment situation might have been due to the fact the employment survey was completed earlier than in previous years.[6]

A nationwide survey sponsored by the Association for Education in Journalism/American Newspaper Publishers Association Foundation

Matthew Lewis, assistant managing editor/photography, *The Washington Post*—Lewis has learned to play the camera like a well-tuned instrument. And that facility coupled with years of hard work brought him the 1975 Pulitzer Prize for excellence in newspaper feature photography—the fourth Black in history to win a Pulitzer and only the second to win one in photography.

Though he virtually grew up in his grandfather's photography studio in Pennsylvania, and his father was a photo-engraver for *The Pittsburgh Courier*, it took Lewis a lot of years before he settled on photography as a career. He drifted in and out of college, abandoned a major in music, joined the Navy, married and went to work as a sandblaster in a Pittsburgh foundry.

The death of his wife and the foundry's refusal to promote him to a better paying position led Lewis back to photography. This time he enrolled at the New York Institute of Photography, supporting himself as a copy boy for the Associated Press. With an Institute certificate and prodding from two school-teacher aunts, Lewis, at 27, found work as a photographer at Morgan State College in Baltimore, serving as an assistant instructor in the college's audio-visual department and as publicity photographer for the school.

He stayed for eight years, working to develop his skills and probing the free-lance market. In 1963 he made his first major free-lance sale to *The Washington Post* and developed a steady relationship with the *Baltimore Afro-American*.

In 1965 he took his portfolio to *The Post*. He was hired, beginning work at 35 on one of the nation's foremost newspapers at a time when "I didn't dream I had so much more to learn."

He worked eight years on the news side and in 1973 moved to *The Post's Potomac* Magazine where he could concentrate on feature photography.

The Washington Post

I was motivated into newspaper journalism by the challenge and excitement of capturing visually the human experience—life in its everyday existence.

There is a very definite place for the minority journalist. Still photography is a very powerful medium through which one with talent and dedication can hammer constantly at the injustices that need to be corrected in our society. Personal statements bursting with sensitivity and feeling can precipitate change.

The most important quality to possess is that "photographic eye" that can see beyond the commonplace. The quality to sum up the story in one visually exciting photograph. A personality to gain instant rapport with a subject and one that gets along with his colleagues. Education is of vital concern because one must be conscious of the world and the constant change which affects all of us. A good news photographer must react instantly and creatively to events and their repercussions. And photography, particularly news photography, is a very physical profession—covering spot news, sports, etc.

There are other rewards besides participating in or photographing events that change history. There is personal recognition through awards and publication in magazines and books. The great feeling to know by example other young minorities will be induced to enter photography, earning a very decent salary.

Matthew Lewis

cooperative committee on journalism education also confirmed there is no job shortage.[7]

The survey was conducted by the S.I. Newhouse School of Public Communication at Syracuse University to explore reports that the number of journalism graduates vastly exceeded the jobs available. Responses from 46 accredited journalism schools reported that placement of graduates in newspaper jobs was "good to excellent." At least a quarter reported more jobs available than there were students to fill them.[8]

One trade publication noted that newspapers appear to be gearing up for anticipated growth—it is predicted that there will be 25 percent more families in this nation by 1990.[9]

Still, it should be said that journalism is a highly competitive field, and the best first jobs, as in most other fields, go to those graduates who are best prepared and who have gained the most experience (college newspapers, internships) while in college.

Starting salaries for reporters range from $9,000 up, depending on the size of the newspaper and geographic locations. It is possible for reporters at top dailies to be earning $25,000 a year after five years.[10]

The Newspaper Fund survey of 1978 graduates indicated that the median salary range for those who went to work on daily and weekly newspapers or wire services was $161 to $170 a week, or $8,372 to $8,840 per year.[11]

However, on newspapers with labor union contracts and at many other papers, starting salaries can be considerably higher. A 1979 study of salaries by the American Newspaper Publishers Association showed the following starting *weekly* minimum union salary examples:[12]

New York Times—$457.27
Sacramento Bee—$285.85
Seattle Times—$283.00
Bay City Times—$249.00
Toledo Blade—$242.91
Sheboygan Press—$238.75
Denver Rocky Mountain News—$259.00
Indianapolis Star—$216.75
Peoria Journal-Star—$201.00
Knoxville News-Sentinel—$195.00
Scranton Times—$185.55
San Antonio Light—$158.38

The ANPA also has reported 1979 reporter average top union minimum salaries on a weekly basis along with the year of employment in which the reporter may expect to receive the salary.[13] Some examples follow:

New York Times—$486.27 second year
Washington Post—$503.00 fifth year
Denver Rocky Mountain News—$445.00 sixth year
St. Louis Post Dispatch—$439.57 sixth year
Seattle Times—$428.35 sixth year
Pittsburgh Post-Gazette—$425.00 fifth year
Hammond Times—$406.68 fifth year
Eugene Register-Guard—$405.79 sixth year
Toledo Blade—$395.67 fifth year
Scranton Times—$371.11 fourth year
Bay City Times—$357.00 fifth year
Sheboygan Press—$342.75 fourth year
Peoria Journal-Star—$335.00 fifth year
Knoxville News-Sentinel—$300.00 fifth year
San Antonio Light—$296.76 sixth year

Few journalists get rich. But while it is impossible to live off job satisfaction alone, the knowledge that journalists sometimes can and do make a difference in our society through what they write keeps a lot of them going, doing a job day after day that changes day after day. It is interesting, challenging, and fulfilling on the one hand and can be frustrating and plain, hard work on the other.

Los Angeles Times

Frank P. del Olmo, staff writer, *Los Angeles Times*—At 31, del Olmo has built his career at the *Times*, starting there in 1971 as a general assignment reporter. Before that he served an internship on the Riverside (CA) *Press-Enterprise*, was campus correspondent at San Fernando Valley State College for *Newsweek* and served an internship at the *Times* before joining its staff full time.

For two years he was contributing editor to the Tennessee-based quarterly magazine *Race Relations Reporter*. He worked part-time as host-writer for a public affairs television show on public broadcasting affiliate KCET in Los Angeles, and in 1975 he wrote a one-hour public affairs documentary on illegal immigration for Los Angeles' NBC affiliate KNBC.

His ability to work in both English and Spanish has involved him in a number of activities relating to the Latino community. Since its founding in 1976 he has been a member of the board of contributors for the New York based monthly *Nuestro Magazine*. In 1970-71 he taught English composition to Latino students and was faculty advisor to the Chicano Studies Department's newspaper at California State University, Northridge.

His own education was at the University of California at Los Angeles and at California State University, Northridge, where he was graduated Magna Cum Laude in 1970 with a bachelor's degree in journalism.

He has been honored for his work, both in college and since. In 1976 he won an Emmy for Distinguished Achievement in Writing for his KNBC-TV documentary "The Unwanted," and the same year he was named Outstanding Latino Journalist by the National Latino Media Coalition.

I was lucky, I always knew what I wanted to do. From junior high school on, I wanted to be a news reporter. It was a goal I pursued with single-minded zeal through high school and college, and right into the City Room of the *Los Angeles Times*.

I have been here for almost ten years now, and never have I looked back or been sorry I chose the career I did. In the simplest terms, I always wanted a career that was exciting. A life that would never be routine, or the same one day to the next.

In the last decade I have had the opportunity to cover so many varied news stories, in both the United States and Latin America, that I do not have the space to list them all. To cite just a few of them:

> I took part in the *Los Angeles Times* Watergate investigation. I have covered Cesar Chavez' United Farm Workers Union while it has grown into a major labor union in California. I helped cover the death of Howard Hughes in Mexico. I have patroled the U.S.-Mexico border with both U.S. Customs officers and U.S. Border Patrol agents. I have snuck across that same border with illegal aliens. I helped cover the Chowchilla school bus kidnap case. And I have covered everything from the opening of a Broadway show to a rebellion in Nicaragua.

So my career has been as exciting as I hoped it would be. But even more important, it also has been gratifying. I can cite stories I wrote which helped senior citizens fight their way through a series of outdated and useless welfare regulations in Los Angeles County. I wrote a feature story which helped young artists gain increased public support for artistic projects they were undertaking in the East Los Angeles barrio. I am especially proud of a series of articles I wrote which led to increased state regulation of immigration consultants, laws which now prevent dishonest consultants from ripping off illegal aliens who want to legalize their immigration status.

There are many important career fields which minority people now have an opportunity to enter and in which they can make important contributions. But I don't think any one of them can offer that unique combination of excitement and a sense of purpose which life as a newspaper reporter does.

Frank P. del Olmo

RECOGNIZING JOURNALISTIC POTENTIAL

If you know someone who fits the following description, you know someone who would be good material for newspaper journalism:

Roy E. Lett, Jr.

Miami Herald copy editor Dorothy Gaiter (center) reviews stories with beginning journalism students at Florida A&M University.

ASKS A LOT OF GOOD QUESTIONS—always interested in the why and how of something.

SPEAKS WELL AND CAREFULLY—uses good grammar and pronunciation and isn't afraid to speak up *after* thinking out what is to be said.

LISTENS CAREFULLY—journalists depend on people who tell them things of importance.

WRITES WELL OR WANTS TO LEARN TO—the best writers do it all the time, and while practice may not make perfect, it will go a long way toward making a writer confident of his or her ability.

ACCEPTS AND DISCHARGES RESPONSIBILITIES WELL—journalism carries with it tremendous responsibilities for fairness, accuracy, and completeness, and for meeting deadlines.

FULL OF ENERGY—newspaper journalism is a time- and energy-consuming occupation because news does not stop just because the reporter is tired, feels ill, wants to take a holiday or

NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION

I have been happily associated with the Black Press in one way or another since 1932 when I started my own newspaper, *The Monroe Broadcast*, Monroe, La. I was fresh out of Southern University where I had edited the college newspaper and the yearbook.

For me, journalism is a mission rather than a profession. I see the Black Press as an instrument not only for informing its readers on facts and figures and opinions of importance to them, but also for instilling in them pride and self-respect based on reported stories and features of black achievement and on editorials on black economic, educational, and political progress.

And I see the Black Press in the tradition of Thomas Paine's *Crisis* Papers that were devoted to inspiring the patriots and condemning George III.

This is essentially my editorial approach. And although my paper was murdered in 1938 by the Depression, and my unceasing fight against overbearing injustice even landed me in jail, my position has remained unchanged through the years.

After my Louisiana experience, I moved to Chicago and joined *The Chicago Defender* as assistant city editor, maintaining my enthusiasm for positive reporting. At the time, *The Defender* was still emphasizing the negative, or all of our disadvantages. This was a carry-over from the World War I era when the paper fired up the out-migration of blacks from the cotton fields of the South.

Now it was time for a change—to give hope and inspiration to dispirited fellow blacks who were becoming disenchanted with Chicago as the Promised Land.

A 20-part series on black accomplishments of black Chicagoans, and other positive, forward-looking articles written by others and me helped raise the spirits of blacks as well as increase the circulation of the paper. The articles also led to my appointment as a Press Officer in the U.S. Department of Agriculture in 1941.

There are some 220 black newspapers in America. All of the larger ones could employ profitably one or two well trained reporters who are sensitive to the needs of their communities and are willing to work hard and be creative. Most of the smaller papers could hire at least one. The reporter would make a fair living, not get rich, of course, but would enjoy an almost unsurpassed sense of real fulfillment.

Sherman Briscoe

Sherman Briscoe, executive director, National Newspaper Publishers Association—Black Press of America—Briscoe started out to be a teacher. It was while he was teaching science and math in a Louisiana high school in 1932 that he established the *Monroe Broadcast*, a weekly newspaper for the Black community. Forced out of business by a sluggish economy and mounting racism in the area, he joined the staff of the *Chicago Defender* in 1939 as assistant city editor, later becoming national news editor and director of circulation and public relations for the paper.

In 1941 Briscoe was appointed to the press staff of the U.S. Department of Agriculture in Washington where he remained until his retirement in 1968.

Since 1970, except for a brief period, Briscoe has been executive director of NNPA, a professional association of Black publications throughout the country.

An alumnus of Alcorn A&M College in Mississippi, Southern University in Louisiana and American University in Washington, DC, where he earned an MA degree, Briscoe was twice honored by Tuskegee Institute and at the USDA received the agency's second highest honor, the Superior Service Award.

weekend off; news goes on 24 hours a day, 7 days a week.

LIKES TO BE ON THE CUTTING EDGE OF HISTORY—whoever said that today's news is tomorrow's history, or words to that effect, spoke the truth; reporters interview the movers and shakers of today's and tomorrow's world, and they have ringside seats to the major events of our time.

GETS ALONG WELL WITH OTHERS—journalists must know how to get along, how to get the story, how to relate to news sources of all kinds, how human nature works.

READS A LOT—shows self-motivation to learn.

Throughout secondary school, students who want to prepare themselves for journalism will take typing until they become proficient, all the English composition/grammar/spelling courses available, history, government, literature, economics if available, photography if offered, and, of course, any journalism classes or publications work that may be available. Math and science should not be excluded. Journalism is a truly interdisciplinary occupation—its practitioners must know a little about a lot of things and a great deal about several.

At least as important as the courses is the necessity for would-be journalists to read—constantly and everything available. Daily and weekly newspapers and magazines are important, of course, but aspiring journalists ought to be eager readers of both the classics and contemporary literature. A journalist must be aware of what is going on around him—and why—to be most effective.

Roy E. Lett, Jr.

High quality professional training, mirroring the needs of today's newspaper newsrooms, can open journalism careers to minority young people.

Journalism is a big challenge. A big opportunity. It requires some special people with special talents and special commitments. Think about it.

Des Moines Tribune

Newspapering is . . . where the action is . . . a front row seat for the parade of events and people, significant and trivial, that passes into history . . . the embryo of an idea that mushrooms into a reform, or legislation, or a triumph for the downtrodden, or the downfall of the undeservedly mighty . . . a mirror and a messenger . . . a shaker, a stimulant . . . an enlightener, an entertainer . . . a champion and a critic . . . a defender, a detective . . . a prodder, protector . . . a conscience and a cornerstone.

Newspapering is all of those, an unusual blend that requires a special breed—talented people with a sense of mission; a dedication to truth, justice and liberty; an insatiable curiosity and desire to try to satisfy it; a love of words and respect for the power they convey; a conviction that the foundation of our country is an enlightened citizenry.

Yes, newspapering is indeed a special calling unlike any other. And its people are indeed a special breed.

There is a place and need in newsrooms for every one of this special breed. There are no doors closed to persons of any size, shape, stripe, color, sex or persuasion—as long as they are of this breed.

It makes no difference what minority you are. But the desire for newspapering should not be to fill a quota or to espouse a minority cause.

It should be because you ARE of this special breed and want to be a part of all that is newspapering.

It's an exciting world out there, a world that is always changing. It's your world to watch, to help change.

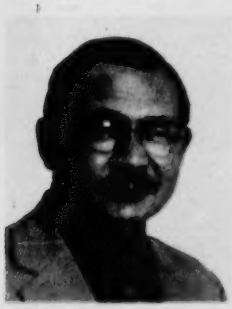
William T. Kong

William T. Kong, assistant city editor, *The Des Moines Tribune*—Of Chinese-American ancestry, Kong was born and reared in Hawaii. He attended the University of Missouri and was graduated from its school of journalism in 1950.

For a year he served as sports editor of the Mexico (MO) *Ledger* before joining the Marines, serving a two-year tour of duty doing public information work. He returned to the *Ledger* for two more years, this time as city editor, and then left in 1955 to join the *Des Moines Tribune*.

His first year was spent as a general assignment reporter. Then followed 14 years as county courthouse reporter before he assumed his present post as assistant city editor.

He is a former regional director of the Society of Professional Journalists, Sigma Delta Chi, and winner of the Wells Key, highest honor given by the society to one of its members.



HERE'S HELP!

The Newspaper Fund— P.O. Box 300 Princeton, NJ 08540	The Newspaper Fund produces an annual scholarship guide listing the nation's collegiate journalism programs and the scholarships they have available; co-sponsors high school journalism workshops and underwrites editing and reporting internships for college students; surveys journalism graduates annually about their jobs and starting salaries; produces career information materials about newspaper journalism.
American Newspaper Publishers Association— The Newspaper Center Box 17407 Dulles International Airport Washington, DC 20041	ANPA and its foundation produce regular reports on matters of interest to the newspaper industry, such as salaries; produces newspaper career materials for students, and conducts workshops for working professionals.

The Consortium c/o Jay Harris Assistant Dean Medill School of Journalism Northwestern University Evanston, IL 60201	The Consortium is a loosely knit organization of predominantly Black journalism programs and several graduate institutions formed to assist minority students in seeking jobs or entry into graduate work in journalism.
Institute for Journalism Education— 1521 New Hampshire Avenue, N.W. Washington, DC 20036	A non-profit, tax exempt corporation whose purpose is to help the American newspaper industry provide equality of employment opportunity at all professional levels; operates the Summer Program for Minority Journalists based at the University of California/Berkeley and JOB/NET, a national referral service for newspapers interested in considering minority journalists for openings.
The Society of Professional Journalists— Sigma Delta Chi 35 E. Wacker Dr. Chicago, IL 60601	A professional organization of professional news people which produces career materials, publishes a monthly magazine, and helps keep watch over the people's right to know.

The Courier-Journal

I still have the notebook whose innards gave me my first *Courier-Journal* byline. Being a native of Louisville, KY, a former *Courier* paperboy, and a former teenager who had to remind all summer employers that I had to leave the job to return to school, that single byline represented the sum of my life to date.

Moreover, that byline represented accomplishment. And that, in my opinion, is the greatest reward journalism holds.

When I finish a story, I know it will pass under the noses of more than 200,000 readers. Even if the story is passed over, I gained a wealth of knowledge from reporting issues or profiling that individual, or being part of that event.

As a working journalist, I have a license to go anywhere and ask anyone anything. I enjoy and respect that privilege. I appreciate being part of a profession that not only takes a little from me but gives back a little, too. As a result I think journalists have the rarest opportunity to grow.

Becoming a journalist seemed to be a natural gravitation of my intense passion for understanding the world and its people to the need to do something for a living.

I enjoyed writing at an early age and often entertained myself and friends by writing short stories and poems. However, I soon realized that there was no linkage of reality between my writing and how I truly perceived the world. Journalism was the solution.

As a journalist who happens to be black, I am keenly aware that I do not see the world in quite the same fashion my white, Hispanic and Oriental colleagues do. I find that healthy.

My life experiences, sensitivities, and opinions are valuable. They should have a place in the newsroom. I like to think a multi-racial staff is richer than one that is not. And as a black reporter, I feel valuable because I believe myself to be an asset.

But the lack of our numbers in general circulation newspapers reduces our effectiveness to enlighten readers, sources, editors, and ourselves in the process of becoming permanent fixtures in the profession.

As our world moves closer to becoming an international village, the need for talented black journalists becomes more evident. But should we have to wait for the obvious?

I became inspired by a family member who had unraveled the secrets of the universe—but never bothered to write them down. And his message never traveled further than the length of a neighborhood bar. Shame.

In the seemingly infinite depth of the black experience there are stories that have never been written. And welding that experience with education and on-the-job training, I believe there are stories that can be written in a way that they have never been before.

Michel Marriott, reporter, Louisville (KY) *Courier-Journal*—A college press background brought Marriott to Louisville early in 1978 to cover Jefferson County government. He handles a wide range of responsibilities in reporting the often complex workings of Kentucky's largest county and balances the government writing with a music column and concert reviews for the *Courier's* feature section.

At 25, Marriott is married and father of a six-month-old son. He brought to Louisville brief experience at the Gannett-owned Marion (IN) *Chronicle-Tribune*, a master's degree from Northwestern University's Medill School of Journalism and a bachelor's degree in journalism and philosophy from Morehead (KY) State University, where he worked extensively with the college newspaper.

THE DAILY OKLAHOMAN

I sort of backed into my profession, but I have never regretted it.

I took my only journalism class at Central State University in my sophomore year. My professor, a prominent local feature writer, liked several of the news articles I wrote for her class and suggested I try writing for the *Indian News*, a newspaper for Oklahoma Indians which since has gone out of business.

I'm not a natural Ernest Hemingway, or even a Dr. Seuss for that matter, but the *Indian News* was interested in my writing. So while I was attending school, I wrote several articles and also drew some cartoons.

I still relish my work. It is an exciting feeling to be among the first people to see the news come in from across the nation and to know I have a hand in letting my friends and neighbors know what is going on elsewhere.

It is a pleasure to have a job that is non-repetitive and to know that each day I can come in and get the entire job finished. Newspaper work is not like, say, a construction job where you go in and keep working on the same project for weeks or months. Instead, you see a finished product of your efforts every single day, and several times a day in bigger newspapers that have several editions as ours does.

Although I am an Indian who originally came from a Michigan reservation, at our paper I find that I am just part of a team, working to distribute information as best we can. The people in our newsroom don't consider the color of my skin, just if I am doing my job, and I appreciate that.

I enjoy the fact my product is seen by nearly 200,000 people who read *The Daily Oklahoman* each day. It is nice to think I help bring a little entertainment, and possibly some enlightenment, to our readers. But I also try to keep things in perspective and remember my sports pages usually wind up as the wrapper on tomorrow's garbage.

David Pego

David Pego, desk editor, sports department, *The Daily Oklahoman*—An American Indian of Ottawa-Chippewa-Pottawatomie descent, Pego gravitated to Oklahoma from a Michigan reservation. He attended Central State University in Edmond, OK, where he took a single journalism course and was encouraged by his professor to pursue newspaper writing.

He did a lot of other things before he found newspapering: amusement park portrait artist, box stapler, dishwasher, circulation manager, janitor, convenience store clerk, carpet repairman, construction crewman, cartoonist, door-to-door salesman. "I wasn't getting fired or anything like that," he says. "I just got tired of doing the same thing day after day."

In school he wrote for the now defunct *Indian News*. Later, with clips in hand, he applied at the *Yukon Review* and *Mustang Mirror* to be a reporter. The job was more (and less). He delivered missed newspapers; he took finished pages to a press in another town; he covered an occasional football game.

After nearly a year he was hired by *The Daily Oklahoman* and *Oklahoma City Times* as a copy clerk—running messages for senior editors and distributing mail. When then-*Times* sports editor Frank Boggs had a vacancy he couldn't fill, he took Pego under his wing and trained him.

Now, at 25, married with two children, Pego handles what he considers a challenging and satisfying job of putting together the *Oklahoman*'s daily sports sections in a state where football is a mania.

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It should also be noted that Jay Harris, assistant dean of the Medill School of Journalism at Northwestern University and associate director of the Gannett Urban Journalism Center there, has done yeoman work in surveying American newspapers to determine the status of newsroom minorities.

On the campus of Florida A&M University, Ron Norvelle of the University's Instructional Media Center was responsible for the design of this brochure. Thanks also should go to the newspaper professionals who took their time to support this project by preparing the portions in which they appear. One of those professionals, Sherman Briscoe, NNPA executive director, died in fall 1979, shortly after the first printing of this brochure.

Robert M. Ruggles

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